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- 86

placing a link on at least one of the other pages of the web site linking to the presented page.

30. The system as claimed in claim 29, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the at least one of the other pages.

31. The system as claimed in claim 29, wherein the presented page is displayed at a general-purpose computer.

32. The system as claimed in claim 29, wherein at least one of the other pages is defined based upon one or more characteristics of the presented page.

33. The system as claimed in claim 29, wherein at least one of the other pages is defined based upon one or more characteristics of the one or more other pages.

34. The system as claimed in claim 33, wherein at least one of the other pages is defined based upon one or more characteristics of the at least one of the other pages.

35. A system for generating a web site, comprising:  
an output for presenting a page of a web site;  
a multi-purpose computing device adapted to perform the steps of:  
defining one or more other pages of one or more other web sites to include a link to the presented page; and  
placing a link on at least one of the other pages of the one or more other web sites linking to the presented page.

36. The system as claimed in claim 35, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the at least one of the other pages of the one or more other web sites.

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43. The system as claimed in claim 41, wherein the presented multimedia information is displayed at a general-purpose computer.

49. The system as claimed in claim 47, wherein the multi-purpose computing device is adapted to further perform the step of presenting a prompt for an acceptance of the link to the referred to page.

54. A system for generating a web site, comprising:  
means for presenting a page of a web site;



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56. A set of computer program instructions for generating a web site, comprising:
- an instruction for presenting a page of a web site;
  - an instruction for defining one or more other pages of one or more other web sites to include a link to the presented page; and
  - an instruction for placing a link on at least one of the other pages of the one or more other web sites linking to the presented page.